ORDER

Orders Order / Rev: 169379 Alt Order #: 06376142 Product Desc: OBAMA 4 PRES: SKED C 2089 Estimate: WDJT-TV-LP Flight Dates: 10/23/12 - 10/29/12 Primary AE: Matthew Norten Original Date / Rev: 10/15/12 / 10/15/12 Sales Office: HDC Order Type: **GENERAL** Sales Region: NAT Agency Name: **GMMB Greer Margolis Mitchell Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 1010 Wisconsin Ave. NW Billing Cycle: EOM/EOC Washington, DC 20007 Agency Commission: 15% Advertiser Name: Poli/Obama for President A35+ Demographic: New Business Thru: **Product Codes:** PL Candidate Order Separation: 00:15:00 P-2 Priority: Advertiser External ID: Revenue Codes: AGY, POL, CAND Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	45	\$22,600.00	\$19,210.00
10/29/12	10/29/12	9	\$4,850.00	\$4,122.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	45	\$22,600.00	\$19,210.00	0.00
November 2012	9	\$4,850.00	\$4,122.50	0.00
Totals	54	\$27,450.00	\$23,332,50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	20%	\$27,450.00
Market	100%	\$137,250.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	1%	\$1,372.50
WISN	29%	\$39,802.50
WITI	32%	\$43,920.00
WMLW-	1%	\$1,372.50
WPXE	0%	\$0.00
WTMJ	16%	\$21,960.00
WVTV	1%	\$1,372.50
WYTU	0%	\$0.00

	Ln (Start	End	Inventory Code		Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
232	1 \	WDJT.	10/23/12	10/26/12	CBS Mrning Nws		7a-9a	-TWTF	:30	4	\$50.00P-2	0.00 NM	4	\$200.00
					CBS This Mornin	g M-⊢ /a-9a						1		
		<u>Star</u>	t Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				l,		
	We	ek: 10/2	2/12	10/28/12	-TWTF	4	\$50.00	0.00				Į.		
	2 V	NDJT	10/23/12	10/26/12	Let's Make a Dea	I 9a-106M	858a-10a	-TWTF	:30	4	\$200.00P-2	0.00 NM	4	\$800.00
					Let's Make a Dea	ıl 9a-10a								4000.00
		Start	<u>Date</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						

Print Date: 10/15/12 16:45:59 Page 2 of 3

WDJT-TV-LP

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OBAMA 4 PRES: SKED C

Flight Dates:

10/23/12 - 10/29/12

Estimate:

2089

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount WDJT 10/23/12 10/26/12 Let's Make a Deal 9a-106M 858a-10a -TWTF--:30 \$200.00P-2 0.00 NM \$800.00 Let's Make a Deal 9a-10a Spots/Week Start Date **End Date** Weekdays 1 4 1 Rate Rating -TWTF--Week: 10/22/12 10/28/12 0.00 \$200.00 10/23/12 10/26/12 Price is Right 10a-11a CM 3 WDJT 10a - 11a -TWTF--:30 \$350.00P-2 0.00 NM \$1,400.00 Price is Right 10a-11a Start Date **End Date Weekdays** Spots/Week Rating Rate Week: 10/22/12 10/28/12 -TWTF--\$350.00 0.00 Y&R 11a-12p WDJT 10/23/12 10/26/12 СМ 11a - 12p -TWTF--:30 \$350.00P-2 0.00 NM \$1,400.00 The Young & the Restless 11a-Start Date <u>Weekdays</u> Spots/Week End Date Rate Rating -TWTF--Week: 10/22/12 10/28/12 \$350.00 0.00 WDJT 10/23/12 10/26/12 News at Noon CM 12p-1230p -TWTF--:30 \$150.00P-2 0.00 NM 4 \$600.00 News at Noon Start Date **End Date** Weekdays Spots/Week Rate Rating -TWTF--\$150.00 Week: 10/22/12 10/28/12 0.00 WDJT 10/23/12 10/26/12 CBS Block 1230p-2p CM 1230p-2p -TWTF--:30 \$200.00P-2 0.00 NM \$800.00 CBS Block 1230p-2p Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 -TWTF--\$200.00 0.00 WDJT 10/23/12 10/26/12 Doctor 2p-3p CM 2p-3p -TWTF--:30 \$150.00P-2 0.00 NM \$600.00 Doctors 2p-3p Start Date **End Date Weekdays** Spots/Week <u>Rate</u> Rating 10/28/12 -TWTE--Week: 10/22/12 4 \$150.00 0.00 WDJT 10/23/12 10/26/12 3p-4p (eff 9/10/12) CM 3p-4p -TWTF--:30 \$150.00P-2 0.00 NM 4 \$600.00 Jeff Probst **End Date** Weekdays Spots/Week Start Date Rate Rating -TWTE--Week: 10/22/12 10/28/12 \$150.00 0.00 10/23/12 10/26/12 Dr. Phil 4p-5p CM 4p-5p :30 -TWTF--\$300.00P-2 0.00 NM \$1,200.00 Dr. Phil 4p-5p Weekdays Start Date End Date Spots/Week Rate Rating -TWTF--Week: 10/22/12 10/28/12 \$300.00 0.0010/23/12 10/28/12 CBS58 Nws 5p M-Sa/53CM 5-530p/530-6p -TWTFSS :30 \$500.00P-1 0.00 NM \$500.00 1 CBS58 Nws 5p M-Sa/530p Su Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/22/12 10/28/12 ~TWTFSS \$500.00 0.00 E 11 WDJT 10/23/12 10/26/12 Jeopardy 6p-630p CM M-F 6p-630p :30 -TWTF--3 \$1,500.00P-1 0.00 NM 3 \$4,500.00 6p-630p/Jeopardy **End Date** Weekdays Spots/Week Rating Start Date <u>Rate</u> Week: 10/22/12 10/28/12 -TWTF--3 \$1,500.00 0.00 E 12 WDJT 10/23/12 10/26/12 Wheel of Fortune 630p-7\$M M-F 630p-7p :30 3 \$1,500.00P-1 0.00 NM -TWTF--3 \$4,500.00 630p-7p/Wheel Weekdays Start Date **End Date** Spots/Week Rate Rating Week: 10/22/12 10/28/12 -TWTF--\$1,500.00 0.00 13 WDJT 10/29/12 10/29/12 Mo 7p - 8p CM :30 Mo 7pm - 8pm 1----1 \$3,000.00P-2 0.00 NM 1 \$3,000.00 How I Met/Partners End Date Weekdays Spots/Week Start Date Rate Rating Week: 10/29/12 11/04/12 1 \$3,000.00 0.00 14 WDJT 10/25/12 10/25/12 Th 7p - 8p CM Th 7p - 8p ---1---:30 1 \$3,000.00P-2 0.00 NM \$3,000.00 Big Bang/Two and Half Men Start Date **End Date** Weekdays Spots/Week Rating Rate ---1---Week: 10/22/12 10/28/12 \$3,000.00 0.00 15 WDJT 10/28/12 10/28/12 Su 9p - 10p CM 9p-10p ----1 :30 1 \$2,500.00P-2 0.00 NM 1 \$2,500.00 Mentalist **End Date** Weekdays Spots/Week Start Date Rate Rating Week: 10/22/12 10/28/12 ----1 \$2,500.00 0.0010/29/12 16 WDJT 10/29/12 Let's Make a Deal 9a-10@M :30 \$200.00P-2 858a-10a 0.00 NM 1 \$200.00 Let's Make a Deal 9a-10a **End Date** Rating Start Date Weekdays Spots/Week Rate

Print Date: 10/15/12 16:45:59 Page 3 of 3

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Estimate:

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Ln Ch	Start		Inventory Code		Start/End	d Time Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
16 WDJT	10/29/	12 10/29/12	Let's Make a Dea Let's Make a Dea		858a-10a	1	:30	1	\$200.00P-2	0.00 NM	1	\$200.00
<u>Sta</u> Week: 10/2	rt <u>Date</u> 29/12	End Date 11/04/12	<u>Weekdays</u> 1	Spots/Week 1		Rating 0.00						
17 WDJT	10/29/	12 10/29/12	Price is Right 10a Price is Right 10a		10a - 11a	1	:30	1	\$350.00P-2	0.00 NM	1	\$350.00
<u>Star</u> Week: 10/2	rt <u>Date</u> 29/12	End Date 11/04/12	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$350.00	Rating 0.00						
18 WDJT	10/29/	12 10/29/12	Y&R 11a-12p The Young & the	CM Restless 11a	11a - 12p	1	:30	1	\$350.00P-2	0.00 NM	1	\$350.00
<u>Star</u> Week: 10/2	<u>t Date</u> 29/12	End Date 11/04/12	Weekdays 1	Spots/Week	<u>Rate</u> \$350.00	Rating 0.00						
19 WDJT	10/29/1	2 10/29/12	News at Noon News at Noon	СМ	12p-1230p	1	:30	1	\$150.00P-2	0.00 NM	1	\$150.00
<u>Star</u> Week: 10/2	<u>t Date</u> 29/12	End Date 11/04/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$150.00	Rating 0.00				ſ		
20 WDJT	10/29/1	2 10/29/12	CBS Block 1230p CBS Block 1230p		1230p-2p	1	:30	1	\$200.00P-2	0.00 NM	1	\$200.00
<u>Start</u> Week: 10/2	t <u>Date</u> 9/12	End Date 11/04/12	Weekdays 1	Spots/Week 1	Rate \$200.00	Rating 0.00						
21 WDJT	10/29/1	2 10/29/12	Doctor 2p-3p Doctors 2p-3p	СМ	2p-3p	1	:30	1	\$150.00P-2	0.00 NM	1	\$150.00
<u>Start</u> Week: 10/2	<u>t Date</u> 9/12	End Date 11/04/12	<u>Weekdays</u> 1 	Spots/Week 1	<u>Rate</u> \$150.00	Rating 0.00				- 1		
22 WDJT	10/29/1	2 10/29/12	3p-4p (eff 9/10/12 Jeff Probst) CM	3р-4р	1	:30	1	\$150.00P-2	0.00 NM	1	\$150.00
<u>Start</u> Week: 10/29	<u>Date</u> 9/12	End Date 11/04/12	<u>Weekdays</u> 1 	Spots/Week 1	<u>Rate</u> \$150.00	Rating 0.00						
23 WDJT	10/29/1	2 10/29/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	СМ	4p-5p	1	:30	1	\$300.00P-2	0.00 NM	1	\$300.00
<u>Start</u> Week: 10/29	<u>Date</u> 9/12	End Date 11/04/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$300.00	Rating 0.00						
										otals	54	\$27,450.00